



PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

April 12, 1983

Mr. Gene Walter
Animal Kingdom
New York Zoological Society
Bronx Zoo
Bronx, New York 10460

Dear Mr. Walter:

John Elliott, Jr. sent a letter to Mr. Joseph F. Cullman 3rd of Philip Morris announcing that Animal Kingdom is now accepting advertising.

He also asked that you be made aware of any potential advertiser leads. I am not sure whether Philip Morris would have interest in advertising in your publication but I'd like to know more about it. I'll be glad to meet with you or a representative of the book at your convenience.

Please call me and we can set an appointment.

Thank you.

Sincerely,

James L. Thompson, Jr.
Vice President - Media

mcf:

cc: Mr. Joseph F. Cullman 3rd

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